

May 23, 2018 RFP for Video Production Services

Question and Answer Session

Brentwood City Hall

3-3pm

Attendees: Mark Bortz and Matt Cost with Premier Companies, Demetria Kalodimos with Genuine Human Productions, Robert Dyer with Native Collaboration, Ian Marvella and John Kranske with Snapshot Interactive

Q. Are there historic things that you know of?

A: There are historical resources in the forms of photographs, VHS and DVD videos, and some video on beta film. City staff are working on ways to have these materials digitalized. The Brentwood Historic Commission also produced a historical documentary 20+ years ago.

Q: Is the original production of Brentwood History available from 25 years ago?

A; City staff are working to get this uploaded to YouTube.

Q: How is the Historical Commission involved?

A: they will provide the content timeline, elements and four interviews. One of those interviews is with Brentwood Historian Vance Little who is deceased. Three other videos will be determined.

Q: What is the deadline?

A: The deadline for the video to be finished is February 15, 2019.

Q: The RFP states a 15 minute format. Is there room for more?

A; yes, there is room for flexibility on this time.

Q: Do you only need one social media tease video?

A: The City of Brentwood mainly uses Facebook, Twitter, YouTube and Instagram for social media. We will need one video less than a minute to post on all platforms. In addition the long format video will air on our Cable Access Channel and shown live at 2019 events.

Q: Is a music license required?

A: yes, a regional music license as well as online will be required.

Q: Are there events along the way that must be filmed or captured?

A: You will be able to work with city staff to obtain B roll that is already shot. For example, Governor Haslam was in town last week and we shot video for the purpose of including in this production.

Q: Are there specific deadlines to meet for rough cuts, etc?

A: The City of Brentwood is looking to the production company to use the February 15 date and back time the project. We will need a timeline/rundown from you indicating what deadlines a company must meet in order to meet the deadline.

Q: What does the City Staff use to shoot video?

A: an iPad with 4K video

Q: From the example in the RFP a drone was used. Is drone footage a priority? And will we have to be escorted if using a drone?

A: It is a City of Brentwood rule that drones are not allowed in public parks in the city. Since this is a historical documentary for the City, we will have to discuss with the City Manager if this is an option for this purpose.

Q: Who are the interview subjects needed?

A: Vance Little, possibly Commissioner Anne Dunn and two others to be identified.

Q: Can we add to those interviews?

A: We are most certainly open to additional interviews that contribute to creating the best story.

Q: I am often blurry between what is Brentwood Williamson and what is Brentwood Davidson. Is the WSM Tower in Brentwood?

A: Yes, the tower is in Brentwood. City staff will identify iconic landmarks and historic spots to feature. In a nutshell, the Williamson County Brentwood boundary is established on the north by Old Hickory Blvd., everything south to Moores Lane and east to Wilson Pike.

Q: Is there any material or City design standards we have to match?

A: The City of Brentwood does not have a standard brand and style guide at this time. In conjunction with this project, we also have a second RFP for graphic design services.

Q: Are there any key construction projects in the next few months that will totally alter the Brentwood landscape?

A: The second phase of the Hill Center is set to begin soon, but that is all I am aware of.

Q: Will a voiceover narration be needed?

A: Possibly, but we have several city resources available to use. Please do not factor talent costs into your budget.

Q: Is there a written history of Brentwood somewhere?

A: Yes, you can find a lot of history about Brentwood in the Brentwood Room at the Brentwood Library. There is a large photograph of Vance Little there, along with many artifacts from his home, and other historical collections. There is also a book written by John Oden, Sr. entitled, *The Brentwood I Remember*. The book is also available at the Brentwood Library.

Q: Is there a timeline for this video?

A: We are hoping this video covers Brentwood for the first 50 years, 1969-2019.